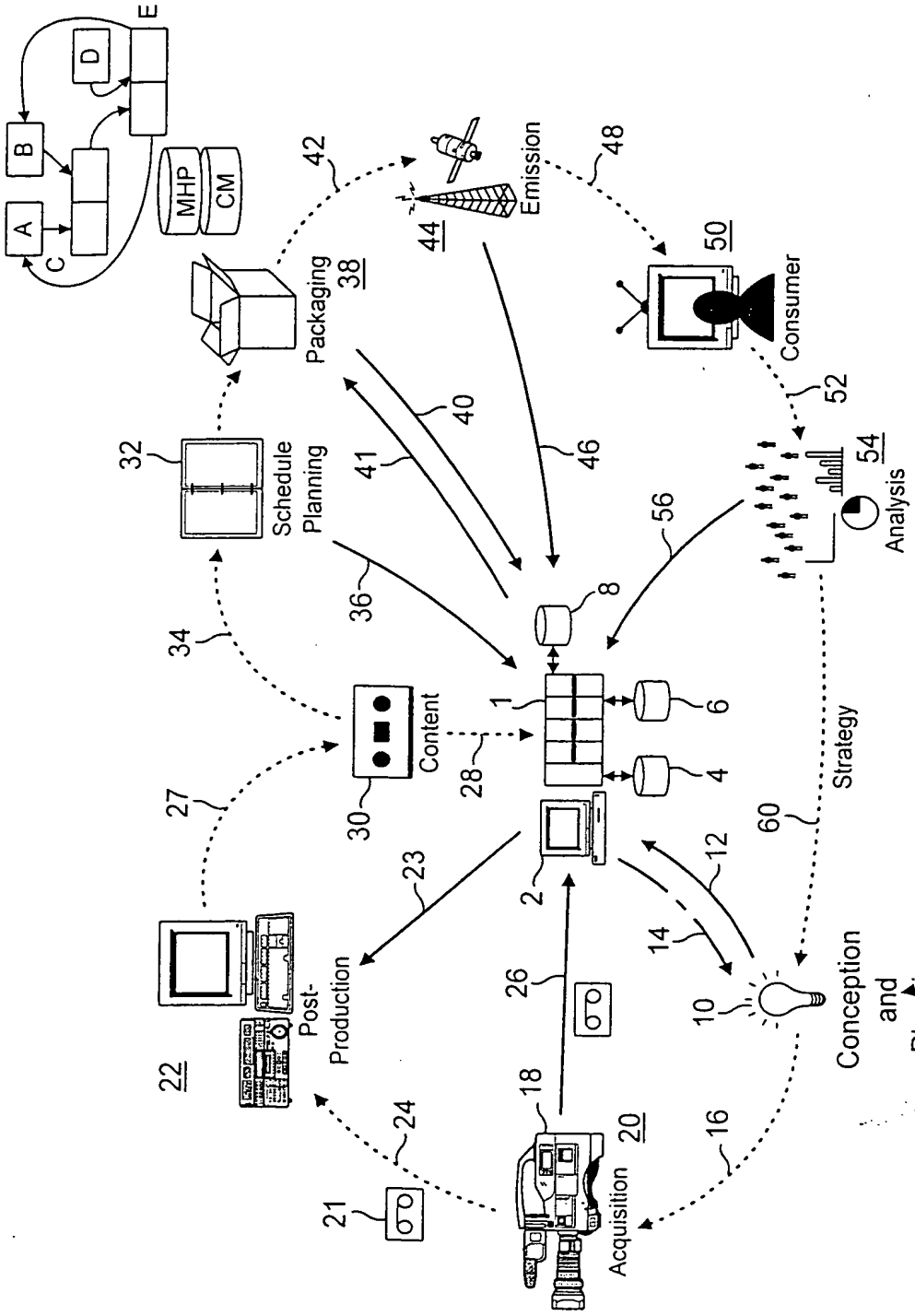
A
B
C
D
E
MHP
CM
Packaging
38
42
Emission
44
48
50
Consumer
52
Schedule
Planning
32
40
41
46
Analysis
54
56
36
34
8
Content
30
1
6
4
28
27
Strategy
60
23
2
12
14
Post-
Production
22
26
10
Conception
and
Planning
18
24
16
21
Acquisition
20

FIG. 1

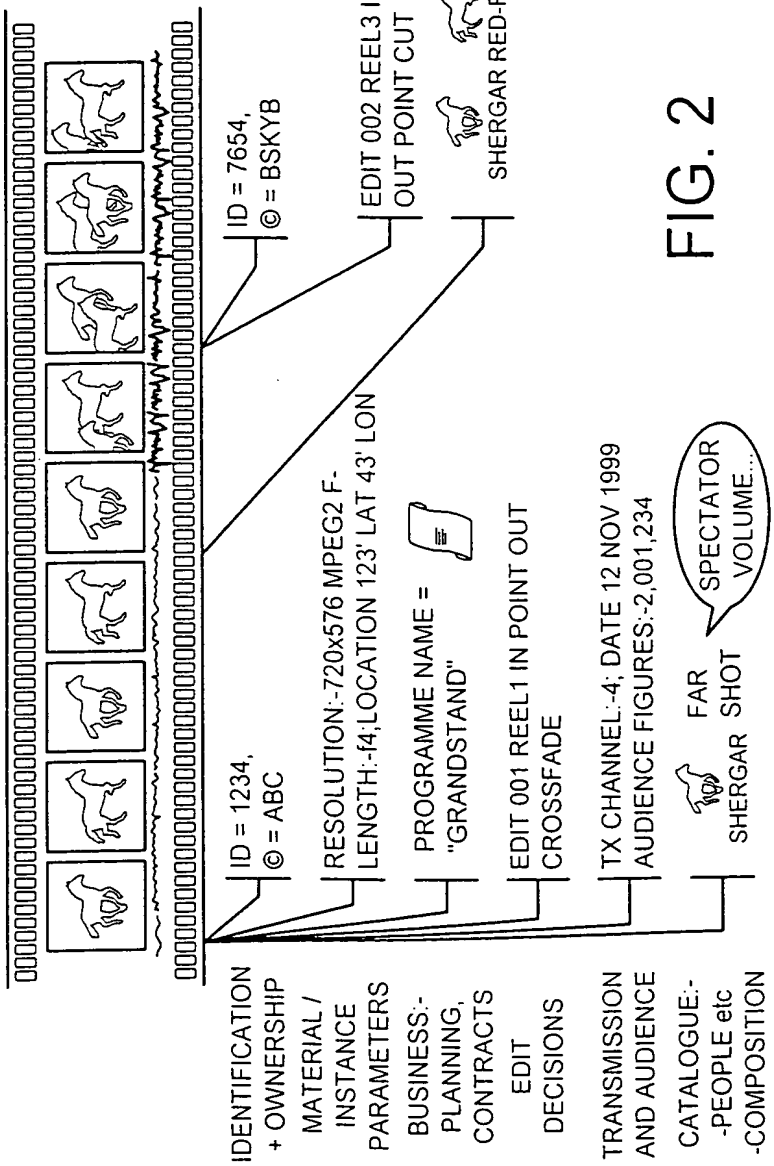
IDENTIFICATION + OWNERSHIP
MATERIAL / INSTANCE PARAMETERS
BUSINESS:- PLANNING, CONTRACTS
EDIT DECISIONS
TRANSMISSION AND AUDIENCE
CATALOGUE:- -PEOPLE etc -COMPOSITION
ID = 1234, © = ABC
RESOLUTION:-720x576 MPEG2 F-LENGTH:-f4;LOCATION 123' LAT 43' LON
PROGRAMME NAME = "GRANDSTAND"
EDIT 001 REEL1 IN POINT CROSSFADE
TX CHANNEL:-4; DATE 12 NOV 1999
AUDIENCE FIGURES:-2,001,234
FAR SHERGAR SHOT
SPECTATOR VOLUME...
ID = 7654, © = BSKYB
EDIT 002 REEL3 IN POINT OUT POINT CUT
PAN SHERGAR RED-RUM SHOT

FIG. 2

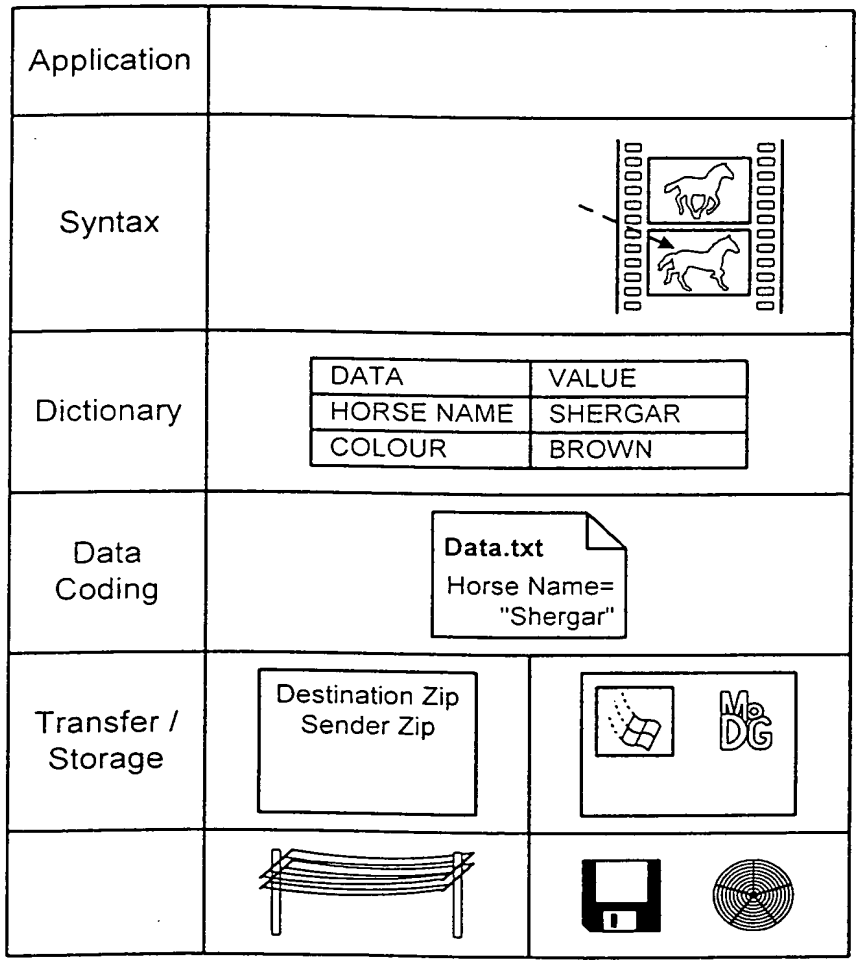
Application
Syntax
Dictionary
DATA
VALUE
HORSE NAME
SHERGAR
COLOUR
BROWN
Data Coding
Data.txt
Horse Name= "Shergar"
Transfer / Storage
Destination Zip
Sender Zip

FIG. 3

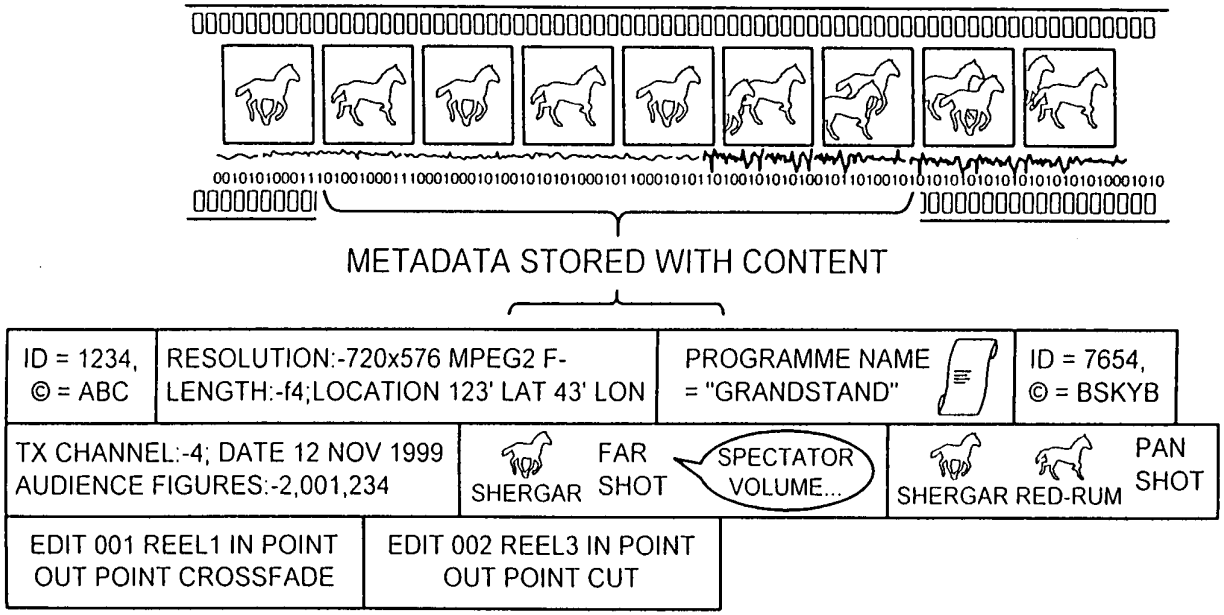

FIG. 4(a)

METADATA STORED WITH CONTENT

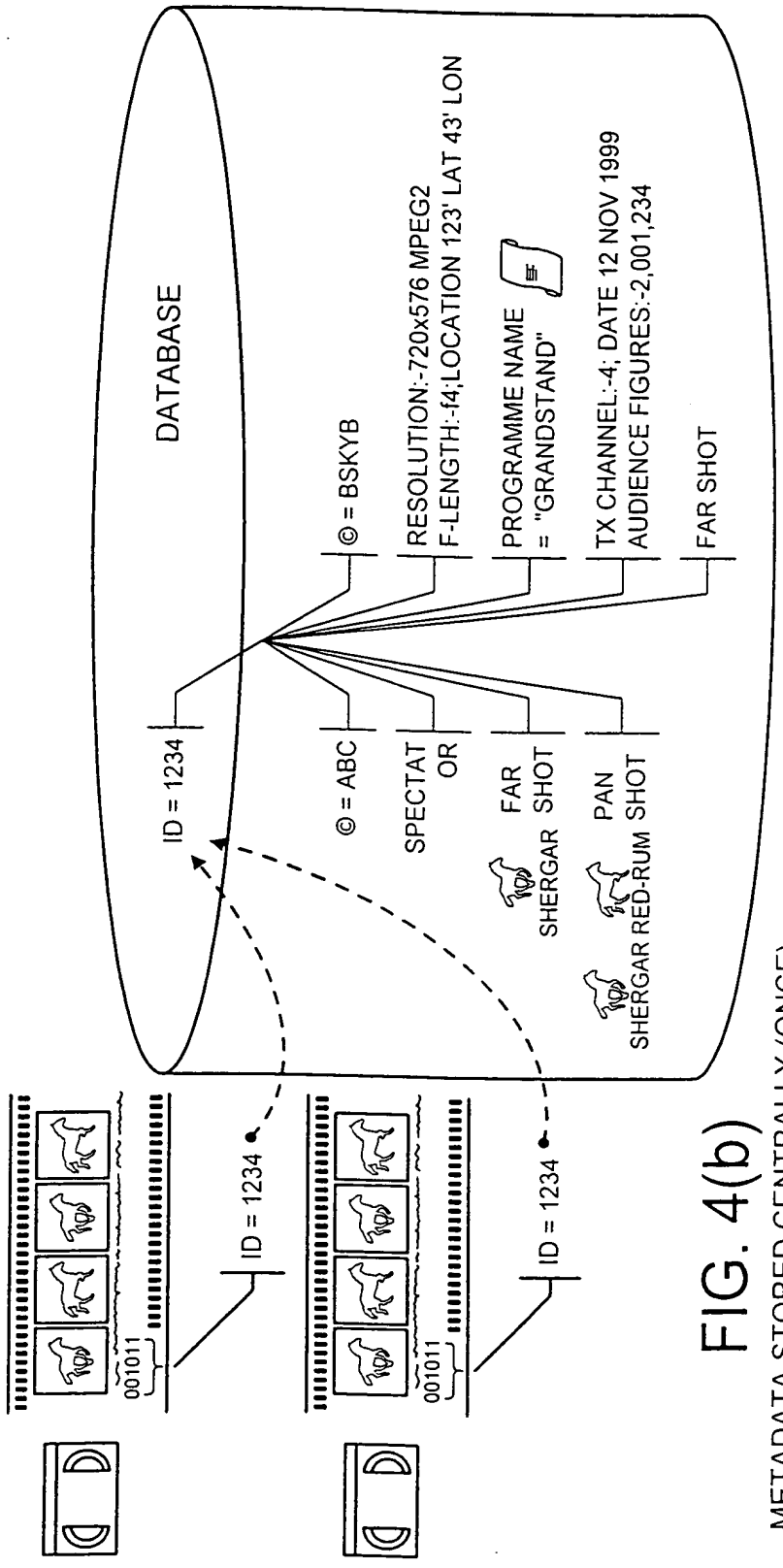

FIG. 4(b)

METADATA STORED CENTRALLY (ONCE)
WITH REFERENCE ON CONTENT

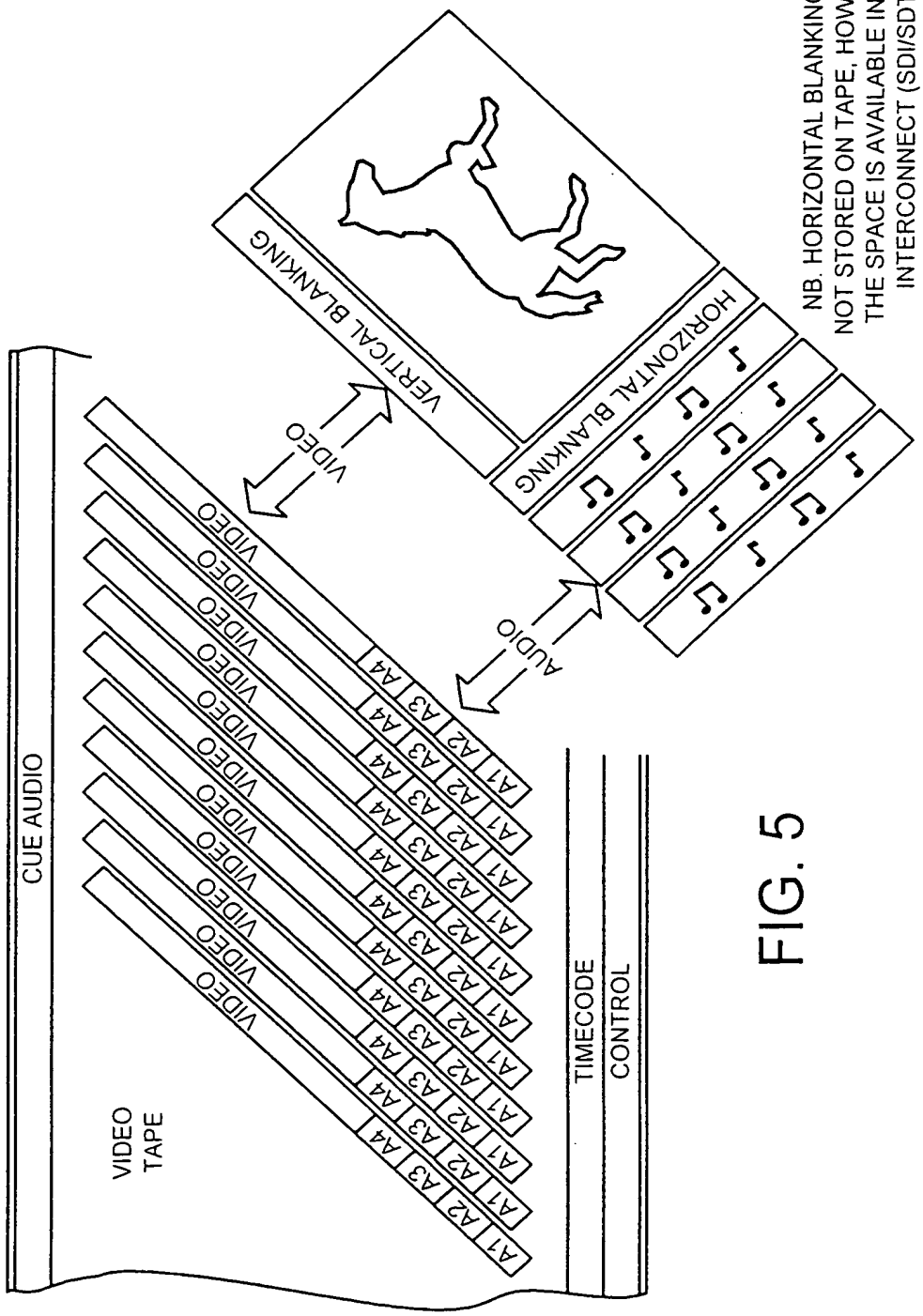
CUE AUDIO
VIDEO TAPE
VIDEO
A1 A2 A3 A4
TIMECODE
CONTROL
VIDEO
AUDIO
VERTICAL BLANKING
HORIZONTAL BLANKING
NB. HORIZONTAL BLANKING IS NOT STORED ON TAPE, HOWEVER THE SPACE IS AVAILABLE IN THE INTERCONNECT (SDI/SDTI)

FIG. 5

TYPE
L
B11
B12
INSTANCE
MATERIAL
SIGNATURE METADATA
1
1
1
1
3
16
32

FIG. 6

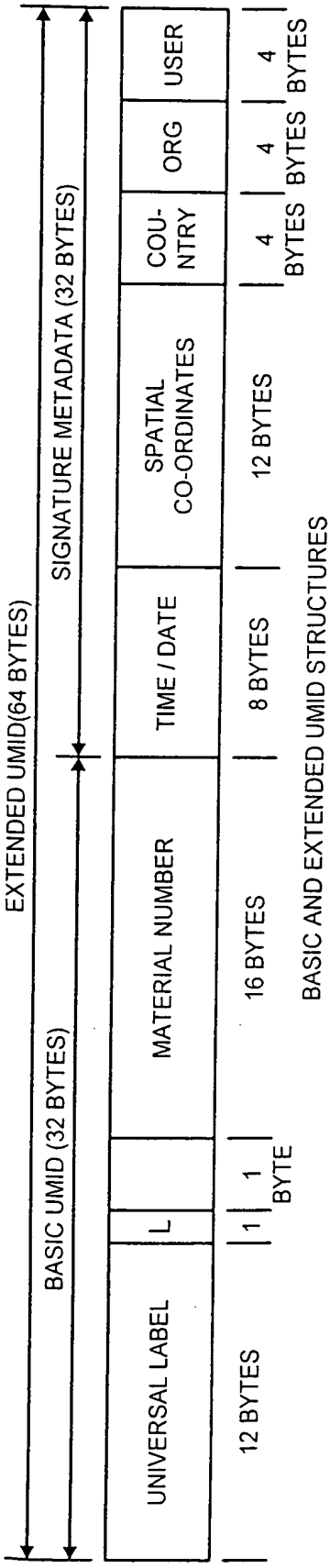
EXTENDED UMID(64 BYTES)
BASIC UMID (32 BYTES)
SIGNATURE METADATA (32 BYTES)
UNIVERSAL LABEL
L
MATERIAL NUMBER
TIME / DATE
SPATIAL CO-ORDINATES
COU-NTRY
ORG
USER
12 BYTES
1
1 BYTE
16 BYTES
8 BYTES
12 BYTES
4 BYTES
4 BYTES
4 BYTES
BASIC AND EXTENDED UMID STRUCTURES

FIG. 7